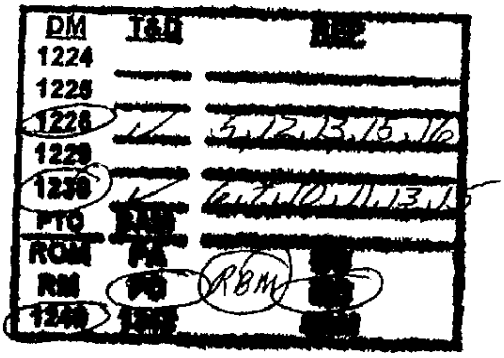
R J Reynolds
Tobacco Company

J. L. MERUSI
Chain Accounts Manager

13 Industrial Drive
P. O. Box 452
Mattapoisett, MA 02739
(508) 758-3663
FAX (508) 758-2108

March 14, 1995



TO: 1110 - Boston ROU
1210 - New York Metro ROU
1310 - Philadelphia ROU
1510 - Hartford ROU
1610 - Buffalo ROU
1710 - Pittsburgh ROU

FOR: DISSEMINATION TO SALES REPS WITH CUMBERLAND FARMS

SUBJECT: Cumberland Farms - Chain ID #0107-XX-XX

Ladies and Gentlemen:

RJR and Cumberland Farms have agreed to extend the existing merchandising display program through August 31, 1997. The Basic elements of the agreement are as follows:

1. Full Price display at the selling side of Primary Cash Register.

2. Doral display in front of the Primary Cash Register.

3. Full Price Promotional display located either on the Counter or on the Sales Floor.

4. Monarch display either on the Counter or on the Sales Floor.

5. RJR OPM

Planograms are attached indicating the location for these displays. (Attachment 1) In some instances it may be impossible to conform to the planograms. In these cases, sales reps along with Store Management should work to establish locations for displays with the understanding that RJR is to have primary consideration as to display position.

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

- MUSTANG

Although the Mustang display is not part of the contracted agreement, it is an authorized display and is to be located as indicated on the attached planograms.

- NSS DISPLAYS

Due to town ordinances and high pilferage, our non-self-service program will be implemented in selected stores. These stores are identified on the attached list. (Attachment 2)

Display elements for NSS stores should be consistent with the displays for self-service stores. Due to space, it may be necessary to combine displays i.e. Promotion unit with Full Price display, Monarch with Doral display. The minimum requirement for NSS stores is 16 rows for Full Price and 24 rows for Monarch/Doral.

A Mustang display is also authorized for non-self-service stores and is to be placed to ensure continued exposure for this brand.

- CONTRACTS / SIS

All contracts have been updated in SIS to reflect the authorized plan by store. Under no circumstance should any contracts in Cumberland Farms be deleted or changed without the approval of this office.

- CONTRACT COMPLIANCE

Cumberland Farms Management is very concerned with regards to contract compliance. They are committed to working with RJR to ensure contract compliance at store level. Cumberland Farms Local Field Management feels they can correct compliance problems if they are aware of them. To assist Cumberland Farms, the following procedures are effective immediately:

> When a sales rep encounters a compliance problem, that cannot be corrected at store level, the Cumberland Farms Regional Manager is to be contacted via voice mail. (Attachment 3) RJR rep should give the store number and the reason the store is in non-compliance. Also, advise Regional Manager if a warning or delete payment was given.

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

- CONTRACT COMPLIANCE (cont'd)

  General Managers will be supplied a weekly non-compliance report. Therefore, it is very important that any time a non-compliance is shown in SIS that the Regional Manager be voice mailed indicating the problem.

  Regional Manager will then handle the problem with the store. If the problem cannot be resolved, the RJR contact for the area will voice mail the RJR rep to explain the specifics with regard to the store.

The above procedure has worked successfully in markets where they have been employed. Your assistance in following through as outlined will help RJR maintain its dominant position in this chain which will assist in growing our business in the future.

Your cooperation and assistance is greatly appreciated.

Sincerely,

Jim

J. L. Merusi

JLM/aem

Attachments

cc:
| | |
|---|---|
| Mitch McGovern | 1140 |
| Steve Manos | 1140 |
| Gary Hennessey | 1540 |
| Audrey Evanchik | 1240 |
| Rich Tanchyk | 1643 |
| Division Managers | |

M-2

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Source: https://www.industrydocuments.ucsf.edu/docs/kylp0000

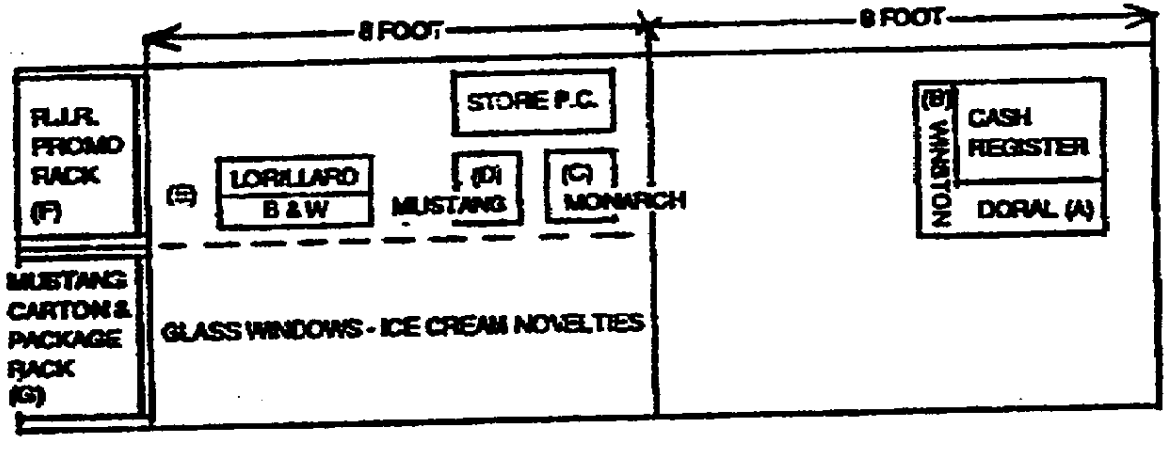
# CUMBERLAND FARMS INC.

## DISPLAY PLAN-O-GRAM

EFFECTIVE 12/1/94 - 8/31/97

**OPTION - 1**

COMBINATION HUSSMAN/CHECKOUT (FULL SIZE)




ATTACHMENT 1

CONTRACT DISPLAYS

(A) - DORAL PACKAGE RACK
(B) - WINSTON PACKAGE RACK
(C) - MONARCH PACKAGE RACK
(D) - MUSTANG PACKAGE RACK
(E) - LORILLARD & B & W PACKAGE RACK (TOP LORILLARD/BOTTOM B & W)

(F) - R.J.R. PROMOTION FLOOR RACK
(G) - MUSTANG CARTON/PACKAGE FLOOR RACK
(H) - R.J.R. PORMOTION COUNTER RACK (SEE OPTION 2A)

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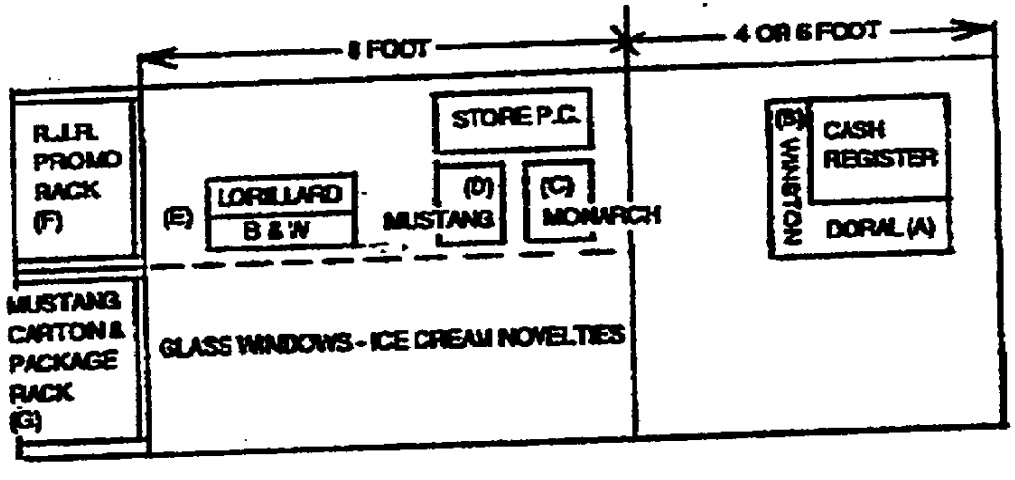
Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# CUMBERLAND FARMS INC.
# DISPLAY PLAN-O-GRAM
EFFECTIVE 12/1/94 - 8/31/97

OPTION - 2
COMBINATION HUSSMAN/CHECKOUT (SHORT)




HUSSMAN

(A) - DORAL PACKAGE RACK
(B) - WINSTON PACKAGE RACK
(C) - MONARCH PACKAGE RACK
(D) - MUSTANG PACKAGE RACK
(E) - LORILLARD & B & W PACKAGE RACK (TOP LORILLARD/BOTTOM B & W)

(F) - R.J.R. PROMOTION FLOOR RACK
(G) - MUSTANG CARTON/PACKAGE FLOOR RACK
(H) - R.J.R. PORMOTION COUNTER RACK (SEE OPTION 2A)

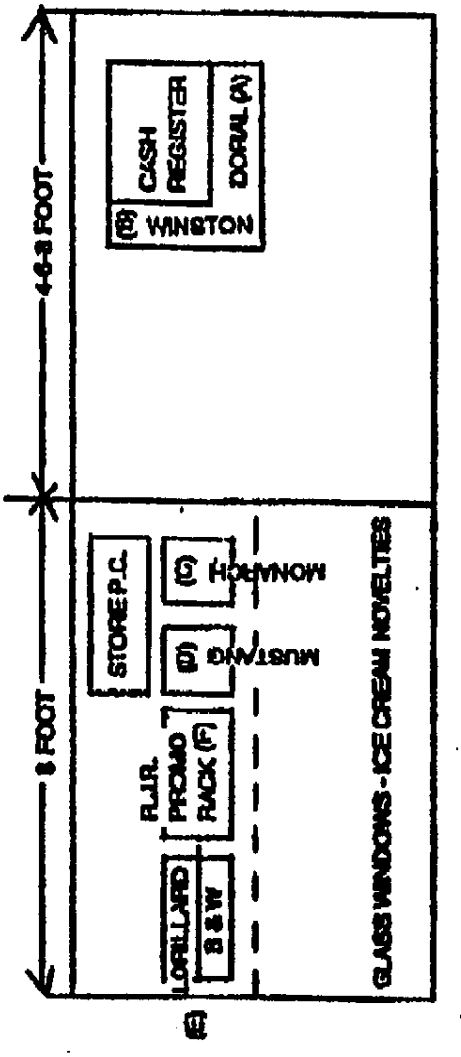
ATTACHMENT 1

Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# ATTACHMENT 1

**CUMBERLAND FARMS INC.**
**DISPLAY PLAN-O-GRAM**
**EFFECTIVE 12/1/94 - 8/31/97**

**OPTION - 2A**
**STORES WITHOUT RJR PROMOTION RACK AND MONARCH CARTON RACK MUST USE (H) FOR CONTRACT AGREEMENT**




(H) - R.J.R. COUNTER PROMOTION RACK

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# ATTACHMENT 2

## Cumberland Farms

| TERR | SIS # | STORE # | ADDRESS | CITY | CONTRACT EXCEPTION |
|---|---|---|---|---|---|
| 112205 | 100338 | 5565 | 730 MAIN ST | WESTBROOK | NSS BASE |
| 112601 | 107544 | 0109 | 24 NORTH ST | MEDFIELD | NSS BASE |
| 112601 | 107507 | 0124 | 915 MAIN ST | MILLIS | NSS BASE |
| 112601 | 107487 | 0126 | 429 WASHINGTON ST | HOLLISTON | NSS BASE |
| 112605 | 103269 | 0081 | 316 WORCESTER ROAD | N GRAFTON | NSS BASE |
| 112605 | 756206 | 0197 | 150 MENDON ST | HOPEDALE | NSS BASE |
| 112606 | 214466 | 0023 | 76 CITY HALL AVE | GARDNER | NSS BASE |
| 112606 | 103850 | 0068 | 1098 MAIN ST | FITCHBURG | NSS BASE |
| 112607 | 105829 | 3443 | 12 HAVERHILL ST | METHUEN | NSS BASE |
| 112611 | 106930 | 3335 | 280 WASHINGTON ST | WINCHESTER | NSS BASE |
| 112611 | 106913 | 3364 | 935 MASSACHUSETTS AV | ARLINGTON | NSS BASE |
| 112612 | 106113 | 3413 | 494 WESTFORD ST | LOWELL | NSS BASE |
| 112612 | 168852 | 3460 | 56 AIKEN AVE | LOWELL | NSS BASE |
| 112613 | 034715 | 3496 | 106 THOREAU ST | CONCORD | NSS BASE |
| 112614 | 103789 | 0070 | 40 MECHANIC ST | LEOMINSTER | NSS BASE |
| 112808 | 108989 | 0179 | 569 WASHINGTON ST | CANTON | NSS BASE |
| 112808 | 923227 | 3462 | 7 LIBERTY SQ | WEYMOUTH | NSS BASE |
| 112809 | 107602 | 3429 | S MAIN ST | SHARON | NSS BASE |
| 112810 | 107663 | 3375 | 4 SQUIRE RD | REVERE | NSS BASE |
| 112810 | 545806 | 3509 | 354 WASHINGTON ST. | CHELSEA | NSS BASE |
| 112813 | 612960 | 2317 | 974 N MAIN ST | BROCKTON | NSS BASE |
| 112813 | 585036 | 2349 | BELMONT & PEARL STS. | BROCKTON | NSS BASE |
| 112813 | 573178 | 2370 | 660 PLEASANT ST | BROCKTON | NSS BASE |
| 113004 | 110574 | 2287 | 2012 ACUSHNET AVE | NEW BEDFORD | NSS BASE |
| 113007 | 111275 | 0096 | 2 OLNEY ST | SEEKONK | NSS BASE |
| 113007 | 111263 | 0105 | 545 CENTRAL AVE | SEEKONK | NSS BASE |
| 113007 | 111267 | 0146 | 417 TAUNTON AVE | SEEKONK | NSS BASE |
| 113007 | 261748 | 0199 | 1455 FALL RIVER AVE | SEEKONK | NSS BASE |
| 113601 | 115611 | 6670 | 154 1ST ST | PITTSFIELD | NSS BASE |
| 113601 | 704551 | 6678 | 446 MAIN ST | WILLIAMSTOWN | NSS BASE |

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# ATTACHMENT 2

Cumberland Farms

| TERR | SIS # | STORE # | ADDRESS | CITY | CONTRACT EXCEPTION |
|---|---|---|---|---|---|
| 113601 | 500006 | 6697 | 885 DALTON AVE | PITTSFIELD | NSS BASE |
| 113602 | 537014 | 0138 | 977 MAIN ST | WEST SPRINGFIEL | NSS BASE |
| 113606 | 114875 | 0145 | 136 KING ST | NORTHAMPTON | NSS BASE |
| 113606 | 114813 | 6639 | 49 MAIN ST | GREENFIELD | NSS BASE |
| 113606 | 114793 | 6694 | 262 FEDERAL ST | GREENFIELD | NSS BASE |
| 113607 | 103341 | 0034 | 119 E MAIN ST | WEBSTER | NSS BASE |
| 113607 | 103604 | 0132 | 170 MAIN ST | SPENCER | NSS BASE |
| 123014 | 280183 | 7912 | 120 CARR AVE | KEANSBURG | NSS BASE |
| 133402 | 281070 | 7939 | 3128 ARCTIC AVE | ATLANTIC CITY | NSS BASE |
| 152203 | 290982 | 1501 | 604 N MAIN ST | PORT CHESTER | NO CONTRACTS |
| 152212 | 360719 | 1588 | WEST MAIN & MONHAG. | MIDDLETOWN | NSS BASE |
| 152401 | 113358 | 4630 | JCT RTS 101 & 12 | DAYVILLE | NSS BASE |
| 152402 | 111740 | 1150 | 125 BROADWAY | NEWPORT | NSS BASE |
| 152403 | 111089 | 1221 | 1196 W SHORE RD | WARWICK | NSS BASE |
| 152404 | 068480 | 1273 | 1 POCASSET AVE | PROVIDENCE | NO CONTRACTS |
| 152405 | 704019 | 1243 | 698 BROADWAY | PAWTUCKET | NSS BASE |
| 152406 | 112124 | 1202 | 255 RESERVOIR AVE | PROVIDENCE | NO CONTRACTS |
| 152406 | 112118 | 1210 | 1297 BROAD ST | PROVIDENCE | NSS BASE |
| 152406 | 704267 | 1249 | 921 CRANSTON ST | CRANSTON | NO CONTRACTS |
| 152810 | 620505 | 4699 | ROUTE 12 | N GROSVENORDALE | NSS BASE |
| 153025 | 270849 | 4517 | SHORT ST | NORWALK | NO CONTRACTS |
| 162302 | 767988 | 1535 | 21 FEEDER ST | HUDSON FALLS | NSS BASE |
| 162304 | 175968 | 1518 | 77 ONTARIO ST | COHOES | NSS BASE |
| 162304 | 130253 | 1589 | 380 5TH AVE | TROY | NSS BASE |
| 162305 | 175849 | 1505 | 1268 STATE ST | SCHENECTADY | NSS BASE |
| 162305 | 175806 | 1510 | 1001 CRANE ST | SCHENECTADY | NSS BASE |
| 162305 | 767860 | 1533 | 2541 GUILDERLAND AVE | SCHENECTADY | NSS BASE |
| 162305 | 767550 | 1545 | 1429 STATE ST | SCHENECTADY | NSS BASE |
| 162308 | 176757 | 1522 | 67 GREEN ST | HUDSON | NSS BASE |
| 162308 | 766969 | 1565 | MAIN STREET | CATSKILL | NSS BASE |

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# ATTACHMENT 3

Cumberland Farms Chain ID number has been broken down to indicate Cumberland Farms stores by General Manager and by Cumberland Farms Regional Manager.

All Cumberland Farms stores Chain ID's now reflect the General Manager/Regional Manager that has responsibility for them.

Each General Manager will have a local RJR Manager contact to enhance our business with this chain.

Following is a breakdown of Cumberland Farms General Manager, Regional Manager and RJR contacts.

To identify which Regional Manager has responsibility for a particular store, simply check the SIS Chain ID number for the store. The last two digits of the Chain ID number will identify the Regional Manager for that store.

Cumberland Farms Main Voice Mail # 1-800-828-0869

| CHAIN ID # | C-FARMS MGR. | TITLE/ADDRESS | RJR CONTACT |
|---|---|---|---|
| 0107-44-00 | John Babbitts | General Manager<br><br>Flanders Village Mall<br>Box 248<br>Flanders, NJ 07836 | Audrey Evanchik<br>Special Acct. Mgr.<br>400 Raritan Center Parkway<br>Raritan Center<br>Edison, NJ 08837<br>Tel: 908-225-4774<br>Fax: 908-417-9076<br>Voice Mail Ext. 77275 |
| 0107-44-72 | Jim Gauntt | Regional Manager<br>Voice Mail Ext. 1729 | |
| 0107-44-75 | Arthur Gordon | Regional Manager<br>Voice Mail Ext. 1152 | |
| 0107-44-78 | Ken Braz | Regional Manager<br>Voice Mail Ext. 1048 | |

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# ATTACHMENT 3 (cont'd)

Cumberland Farms Main Voice Mail # 1-800-828-0869

| CHAIN ID # | C-FARMS MGR. | TITLE/ADDRESS | RJR CONTACT |
|---|---|---|---|
| 0107-45-00 | Dave Merriam | General Manager<br><br>472 Main Street<br>Palmer, MA 01069 | Mitch McGovern<br>Special Acct. Mgr.<br>227 B South Street<br>Hopkinton, MA 01748<br>Tel: 508-435-8613<br>Fax: 508-435-8591<br>Voice Mail Ext. 73348 |
| 0107-45-60 | Ed Krause | Regional Manager<br>Voice Mail Ext. 1209 | |
| 0107-45-68 | Pete Swantko | Regional Manager<br>Voice Mail Ext. 1406 | |
| 0107-45-69 | Ron Saumur | Regional Manager<br>Voice Mail Ext. 1329 | |
| 0107-45-76 | Mike Limoges | Regional Manager<br>Voice Mail Ext. 1511 | |

Cumberland Farms Main Voice Mail # 1-800-828-0869

| CHAIN ID # | C-FARMS MGR. | TITLE/ADDRESS | RJR CONTACT |
|---|---|---|---|
| 0107-46-00 | Jeff Cutting | General Manager<br><br>83 Washington Street<br>Box 14<br>Dover, NH 03820 | Steve Manos<br>Special Acct. Mgr.<br>227 B South Street<br>Hopkinton, MA 01748<br>Tel: 508-435-8613<br>Fax: 508-435-8591<br>Voice Mail Ext. 73690 |
| 0107-46-15 | Joanne Fuller | Regional Manager<br>Voice Mail Ext. 1141 | |
| 0107-46-64 | David Algier | Regional Manager<br>Voice Mail Ext. 1006 | |
| 0107-46-73 | Phil Brokos | Regional Manager<br>Voice Mail Ext. 1057 | |
| 0107-46-79 | Tom Cacciola | Regional Manager<br>Voice Mail Ext. 1676 | |

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000

# ATTACHMENT 3 (cont'd)

Cumberland Farms Main Voice Mail # 1-800-828-0869

| CHAIN ID # | C-FARMS MGR. | TITLE/ADDRESS | RJR CONTACT |
|---|---|---|---|
| 0107-47-00 | Paul Freeman | General Manager<br><br>2643 Hartford Avenue<br>Johnson, RI 02929 | Gary Hennessey<br>Hartfield Boulevard<br>Box #3<br>E. Windsor, CT 06088<br>Tel: 203-623-6060<br>Fax: 203-623-5993<br>Voice Mail Ext. 73731 |
| 0107-47-01 | Lynda Martone | Regional Manager<br>Voice Mail Ext. 1306 | |
| 0107-47-30 | Rick Boyle | Regional Manager<br>Voice Mail Ext. 1044 | |
| 0107-47-70 | Chip Lynde | Regional Manager<br>Voice Mail Ext. 1473 | |
| 0107-47-74 | Chris Connell | Regional Manager<br>Voice Mail Ext. 1513 | |

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Source: https://www.industrydocuments.ucsf.edu/docs/kyln0000